PM International

Sample A. Sample
123 Main Street
Anytown, USA 12345-6789

Dear Mr. Sample,

This is your invitation to experience PM International, the first American cigarette *to blend the finest international qualities-superb taste, character, panache.*

From its handsome case, to the distinctive blend of richly aged Virginia and international tobaccos, PM International has redefined world class.

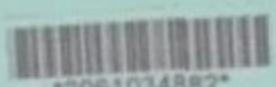
Use the enclosed coupons to enjoy PM International and PM International Menthol for youself. We hope you'll agree that they are the new symbols of international style.

Sincerely,

John C. Heironimus

John C. Heironimus
PM International

1234



Source: https://www.industrydocuments.ucsf.edu/docs/rqnp0003